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## *"Longwood at a Glance"*

When the American Red Cross' Bloodmobile visited Longwood this spring, the faculty, students, and friends staged a "bleed-in", sponsored by Geist. The results were 154 pints of blood for the American Red Cross . . . Jane Tibbs, a senior from Lynchburg, was elected Queen of this year's May Court. Patty Kingsley, a senior from Virginia Beach, and Senior Class President, was Maid of Honor. Members of next year's Freshman Class were invited to the festivities . . . In this day of unrest on college campuses, when so many college students are protesting and rioting, 1700 Longwood Ladies held a surprise rally honoring Longwood President, Dr. Henry I. Willett, Jr. Janice Austin, President of Legislative Board, told Dr. Willett that the student body was "honored and proud to have a president like you". "This is Willett Country" lapel buttons said, and banners proclaiming "Longwood Loves Willett" waved over the heads of the participants . . . The new music building, to be completed next year, has been named in honor of former Acting President, Fred O. Wygal . . . Marcia Mitchell, a senior from Emporia, and President of Geist, represented Longwood at the 1969 Apple Blossom Festival . . . E. Lee Land, currently an Associate Professor of Education at Longwood, has been named Director of the future Laboratory School, due to open in September of 1970. The Laboratory School will be located near the apex of South Main and Race Streets. It will be fully equipped, including a closed-circuit television system. The Longwood School is designed for a capacity of 200 students, ranging from kindergarten through the seventh grade . . . In a policy initiated by Board of Visitors Rector, E. Angus Powell, the Alumnae President will sit in on all Board meetings. Mrs. Betty Jones Klepser, newly elected National President of our alumnae organization, met with the Board at their May meeting. An award was presented at this meeting to Mrs. Jean Ridenour Appich, past President, and Miss Pat Perry, Miss Longwood 1968 . . . President Henry I. Willett, Jr. had an article published in the May edition of the *Virginia Education Association Journal* about Faculty and Administration Communications with the Student Body at Longwood . . . The new Curry Dormitory, to be opened in September, will be the first air-conditioned dorm built under Virginia's new policy of permitting college dorms to be air-conditioned. This will have a positive effect on our summer school program . . . The Alumnae-Foundation Fund Drive has reached half of its goal of \$100,000 for the year . . . The first Longwood College Invitational Forensic Tournament for high school students was held on our Campus this spring. Over 400 high school students from Southside Virginia participated . . . Some of the local alumnae chapters are inviting the parents of current Longwood students from their area to their chapter meetings . . . Earl A. Rubley, Associate Professor of Geography, will accompany a group of Longwood students on a three-week tour of Europe this summer. Seven days will be spent in preparation on the Longwood campus prior to departure for Europe. After the trip, three days on campus will be devoted to a final evaluation. This course carries six semester hours credit in geography for qualified students . . . Nancy Parsons, a junior from Falls Church, was recently named "Miss Longwood" in the Miss Longwood Pageant. Theresa Elder, a sophomore from Richmond, was 1st runner-up. Judges for the pageant were: Mrs. Barbara G. Kelley, Martinsville; State Senator William Hodges, Chesapeake; Mrs. William Sweeney, Newport News; Congressman William Whitehurst, Norfolk; and Mrs. Fay Christiansen, Roanoke, was the hostess . . . In a fast, hard-fought game, the faculty defeated the varsity Basketball team 41-38 . . . Twenty-eight seniors from Longwood have been elected to "*Who's Who Among Students in American Universities and Colleges*". Each student is elected on the basis of her academic average which must be at least a 2.5, her participation and leadership in academic and extracurricular activities, her citizenship and service to the school, and her promise of future usefulness . . . Five members of the faculty of Longwood College have the distinction of being listed in the fifth edition of the "*Directory of American Scholars*", published by the American Council of Learned Societies. They are: Dr. William Frank, Professor and Chairman of the Department of English; Dr. Patton Lockwood, Associate Professor and Chairman of the Department of Speech and Drama; Dr. Charlotte Hooker, Dr. Rosemary Sprague, and Mr. Foster Gresham, Professors of English . . . The first in a series of Educational Forums was held this year at Longwood. The Education Department's Series of Forums will bring outstanding practitioners to the campus to discuss current educational topics with our students. This year's speakers were Mr. E. W. Chittum, Superintendent of Schools in Chesapeake; Mr. H. I. Willett, Sr., Superintendent of Schools in Richmond; and Mr. C. L. Kent Supervisor, Guidance and Testing, State Department of Education . . . "Longwood in France", a five-week study program organized by the Department of Foreign Languages through the services of the France-USA Society, will send 19 Longwood students to France this summer. Under the supervision of Wayne K. Nunn, Assistant Professor of French, the students will have classes in French Language and Civilization at the Institut d'Etudes Francaises of the University of Poitiers-Orleans . . . Six Longwood College physical education majors have been selected for inclusion in the 1969 edition of "*Outstanding College Athletes of America*". Recognized for their athletic achievement, leadership ability, and community service are: Laurel Baldwin, Hampton; Rebecca Bondurant, Abingdon; Lynne Coleman, Roanoke; Margaret DuRoss, Claymont, Del.; Anna Pettis, Richmond; and Mary Tolley, Pamplin.



## LONGWOOD'S

# Business Education Department Offers Students Many Opportunities

When Joyce Temple of Disputanta won first place state honors as Miss Future Business Teacher this past year, her selection caused delight, but no surprise to the Business Education Department at Longwood. For Joyce is the fourth Longwood student to win this award in the seven years that it has been given. One of the award winners, Rose Mary Street Swartwood '67, went on to become the national first place winner. Diane G. Euksuzian '63, the first of the state winners, finished in fourth place nationally. The success of these young ladies is indicative of the excellent training that they have received in the department of Business Education.

Founded in 1939 under the chairmanship of Dr. M. L. Landrum, the department can look back to many distinctions in its thirty-year service. With Dr. Landrum still holding the chairmanship, the department currently lists approximately 550 four-year graduates with additional

hundreds who have completed the two-year curricula.

Business education had its inception at Longwood in 1923 when Miss Ottie Craddock began her long term as a teacher of typewriting. Miss Craddock taught her subject for twenty-seven years before retiring in 1950. A full curriculum in business education was authorized in 1938 when Mrs. Alice C. Wynne joined the faculty and taught shorthand, bookkeeping and general business subjects. Mrs. Wynne continued to give strength and leadership to the department in her years of teaching service, which continued for several years past her official "retirement" in 1953.

Presently Dr. Landrum has four faculty colleagues in the department. Mr. Norman Myers joined the staff in 1941 and has taught continuously in the college since that time except for a period of military service in World War II. Mr. Myers currently supervises practice teachers

Dr. Merle Landrum, founder and head of the business education department.



Miss Katie Mae Bolt, '61, was present at the White House Ceremony during the signing of the Partnership for Health Amendments, and she received the pen used by President Lyndon Johnson. Miss Bolt is a member of the executive staff and personnel manager of the American Hospital Association.





Beverley C. Dowdy, '65



Mrs. Ruth Taliaferro, an associate professor of a wide variety of business subjects.

Mrs. Alice C. Wynne for whom a scholarship fund has been established by her husband, Dr. J. P. Wynne, and has been contributed to by former students and friends.

while continuing to carry a busy load of classes in shorthand, typing, and office procedures. Mr. Willard Leeper, a Longwood alumnus, joined the department in 1953 and is its specialist in accounting and data processing. Mr. Leeper also has given yeomen's service to the college as financial advisor to student government and as treasurer of the faculty. Mrs. Ruth Taliaferro, a trained lawyer, joined the department in 1955. Serving this year as chairman of the President's Advisory Council and as vice-president of the Longwood chapter of the American Association of University Professors, Mrs. Taliaferro has been extremely active in campus affairs outside the department while teaching a wide variety of business subjects. Mrs. Frances Hamlett, another Longwood graduate, joined the department in 1965 and has been one of its most effective teachers since that time.

Housed on the first and second floors of the Ruffner Building, the Business Education Department offers a variety of instructional aids and methods. Students are encouraged to make independent use of the typing and office machines laboratories. One is accustomed to the usual picture of vigorous class presentations during the day, but what is most apt to impress a visitor is a view of the department at night when students are working on their own. The typing laboratory is commonly crowded, with business majors joined by other students in practicing their typing skills or in preparing papers for their classes. Longwood was among the first colleges in using tape recorders for shorthand teaching, and the evening visitor

will find numerous students practicing their transcriptions using up-to-date tapes. In another room, it is not uncommon to find Mrs. Taliaferro in conference with several students of her law and society class, discussing a major issue in current ethics. Upstairs in Mr. Myers' classroom, one finds the latest in office equipment available for students to master. In another part of the building, Mr. Leeper's data processing class may be learning the most recent techniques of automated business operations, using the same machines that have been working during the day on the college's own record operations. Among the plans for the future of the department are means to increase this round-the-clock independent study through the introduction of a computer and to development of a departmental library.

Mr. Willard Leeper, an associate professor and a department specialist in accounting and data processing.







Mr. Norman Myers,  
an associate professor  
and supervisor of  
practice teachers.

One of the strengths of the Longwood program is the demand for a thorough general education coupled with a heavy dose of specialized education. Business majors must be well grounded in the humanities and in natural and social science in addition to developing competence in their chosen field. Within their major, they must achieve some mastery of the multiple facets of their subject from typing and shorthand through office procedures, accounting and bookkeeping, to methods of automated processing. They must also be well trained in educational techniques in order to teach their skills effectively to others. Because one-fourth of the Virginia high schools have only one-member business teaching staffs, it is important that the newly graduated teacher be able to teach the multiplicity of skills required in such a situation. Currently there are more than 1300 business teachers in the public schools of Virginia, and their ranks are swelled annually by Longwood graduates.

But the training offered in the Business Education Department goes beyond the preparation of teachers. Many graduates take advantage of their business training to find successful non-teaching careers. One example

among many is that of Beverley C. Dowdy, who is now working for Vice-President Spiro Agnew. Following her graduation in 1965, Beverley taught at Loudoun County High School. Then she moved to the nation's capital and taught for thirteen months at the Washington School for Secretaries before accepting employment with the Washington office of the Metropolitan Water District of California. In February 1968 she was offered the job of secretary to the Minority Counsel on the Senate Interior and Insular Affairs Committee. Following the November elections, she was offered her present job working with Mr. C. D. Ward, the Vice-President's Assistant for Urban Affairs. Even with her busy secretarial schedule, Beverley did not forget her training as a teacher, for she continued teaching night classes at the Washington School for Secretaries.

Beverley's career is in many ways representative of the work done in the Longwood Business Education Department. For it is a department which trains bright, alert, versatile students, dedicated to public service and able to accept jobs of responsibility.

Mrs. Frances Norton  
Hamlett, an assistant  
professor of business  
subjects.



Photos by  
the Camera Artist  
Farmville, Virginia



# Founders Day 1969 Gave Alumnae Much To See, Hear And Ponder

Founders Day gave the hundreds of returning alumnae a great deal to hear, more to see and more yet to think about. A day that does that is a success, and that is how the college assessed the 85th annual observance.

"It was one of the best and happiest of these occasions, and certainly one of the loveliest of days," says Mrs. Elizabeth S. Jones, Alumnae Director, in her comments.

The graduates, who included the 4's and 9's reunioning classes, as well as the record-setting 63 returnees from the Class of 1959, had much to be proud of in the hearing aspects of the day. There were a challenging address by President H. I. Willett, Jr.; reports of expanding and new alumnae chapters; glowing praise of the quality of the faculty as exemplified in the lives and teaching of four who gave their names to new facilities at the institution.

## NEW AREAS TOUR

As usual in a day of unprecedented educational emphasis, the events offered much of what is new or improved to see. This was accomplished in a tour of handsome utilitarian Jeffers Auditorium, a 350-seat facility in the campus science center, named in honor of Dr. George W. Jeffers, science department head who retired in 1968; also the McCorkle Wing, just added to Stevens Science Hall and honoring Prof. Thomas A. McCorkle, also a science department head, who retired in 1960.

Visited also was the renovated and newly-named French Building, which once served a smaller college as a student center, but now will be devoted exclusively to dormitory use. Its naming honored Prof. Raymond H. French, who retired in 1964 and for whom the Class of 1959, for which

he was "classman," turned out a record number of returnees.

A fourth new facility, required by the growing student numbers, dedicated in the morning ceremonies and visited in the afternoon tour was the new Barlow Field and Tennis Courts. These honored in the naming the late Miss Mary Belle Barlow, who taught at Longwood from 1919 to 1949.

## THINKING PART

The thinking part of the packed-full observance came during President Willett's provocative address, "Above and Beyond" during the morning ceremonies; at afternoon faculty symposium when "Contemporary Trends in Art, Drama, Literature and Music" were reviewed to give the alumnae audience thought-provoking comparisons with their own student days.

There must have been also some pondering . . . in fact this could be heard . . . of whether the college's new bigness can be equated with goodness; whether spiritual and ethical values, a vital part of the traditional "Longwood Spirit," can be sustained in a time of great material mushrooming on the campus.

To date the goodness and the spirit still prevail, and that was the happy consensus ascertained in the afterglow of the 85th Founders Day.

Miss Elizabeth Barlow (niece of Miss Mary Barlow), Dr. George Jeffers, Grace Virginia Woodhouse Rawles, who gave dedicatory remarks; Mr. T. A. McCorkle, Elizabeth Burger Jackson, who paid honor to Mr. McCorkle; Mr. R. H. French and Lillian Rosson Spicer, who gave tribute to Mr. French, enjoy a few moments together in the Rotunda before dedication in Jarman Hall.







Dr. and Mrs. Willett's families joined in the frolic and tribute.

## "THIS IS WILLETT COUNTRY"

← A smiling President Willett and Janice Austin, president of student government, stand midst happy students who really went all out for the Rally.

→ Dr. Willett acknowledges the rally and lauds the students for their demonstration of love and appreciation and expressed hopes of continuing the practice of open lines of communication.

Banners, pretty girls, and placards were the order of the day.





Communication can deter development of such campus protest groups.



# COMMUNICATION OR CONFRONTATION?

A tendency exists during periods of rapid change and stress to search for a single concept or answer which will serve to point to a solution of the problems which confront education. In spite of this tendency, most educators will admit quite candidly that rarely are there simple answers to complex questions. If, however, a single word comes closer than most to harboring at least a partial answer to some of our problems it is the word "communication".

The subject of communication has implications for many groups involved in the education process. It becomes difficult, therefore, to cover the topic as it relates to all of the varied educational constituencies. The major emphasis of this article is directed at communicating with students at the collegiate level. Some of the ideas presented, however, may have application for students at other stages of their educational development. These ideas should also have a degree of applicability to other combinations of educational relationships including those

involving teachers, administrators, governing boards of colleges and universities, school boards, patrons and the general public.

It must be noted that the true value of communication lies in its use as a deterrent to the development of situations characterized by direct confrontation. Hopefully communication can be of value even after the die is cast. But, in order to make the best use of the advantages to be derived from effective communication, it is necessary to employ positive communicative procedures at all times.

Lest there be misunderstanding, it should be recognized from the outset that a desire to communicate does not represent an abrogation of responsibility. It is well recognized that certain duly appointed or elected officials have certain decisions which they and they alone can ultimately make. There is nothing, however, to prevent or even discourage these officials from communicating with those who might be affected by an impending decision. We





VASG Luncheon at Hampden-Sydney College—Some 300 students attended a recent conference of Virginia Association of Student Governments at Hampden-Sydney College. The all-day session featured group discussions and panel concerned with the need for greater communication among faculty and students on American college campuses. Panel members included: Dean Donald R. Ortner, Hampden-Sydney; Dr. William T. Muse, Dean of Law School, University of Richmond; Carolyn L. Moseley, Assistant Dean of Women, College of William and Mary; Dr. Henry I. Willett, Jr., president, Longwood College; and students representing VASG and National Student Association.

would be naive to expect total consensus on every issue but an awareness of the other person's point of view is always of value. It is this principle of good communication, and good human relations, that has influenced many governing boards, administrators, and faculties to appoint student representatives to committees whose functions affect the student. Involvement thus becomes a closely related adjunct to communication.

Even in situations where total involvement in decision making is neither practical nor desirable the communicative process calls for asking the question "Who needs to know?" Those who need to know should then be informed. How many times have all of us been disturbed to read the announcement of a decision in the press without prior notification? Those affected are entitled to be the first to be informed. Procedures should, therefore, be firmly established whereby information applicable to students can be channeled to them before a general release is made. The utilization of such procedures can have a positive effect on student morale.

Communication is a two-way process and provision must be made to achieve a two-way flow of information. A device used with this goal in mind at both Madison and Longwood Colleges is the presidential press conference. At these conferences, generally held on a monthly basis, the president and members of the administrative staff engage in question and answer sessions with any and all students who care to attend. Such dialogue provides a meaningful exchange of ideas and views on matters ranging from dormitory regulations to curricula innovations.

Another effective, albeit time worn, communicative device is that of the suggestion box. The use of such a box permits students to receive almost immediate answers to questions which arise at intervals between press conferences. Locating the box at the president's office enables questions to be channeled from that office to the proper administrative official. Student's frequently are not aware of the proper person to whom an inquiry should be addressed. All signed suggestions should be answered, frequently



Students use suggestion box to receive prompt answers to questions through the president's office.



Student-Faculty Committees—Longwood's administrative policy provides students with an opportunity to share in the decision-making process with representation on all faculty and staff committees concerned with matters of primary interest to students. Shown above are members of the College's calendar committee which is responsible for scheduling major events during the year, including opening and closing of college, vacations, Founders Day, commencement, and summer school.



through a discussion with the student involved. Total agreement is not always possible but the giving of the reasons why a specific action was necessary aids in developing understanding if not agreement.

Since most colleges have some form of student government organization, efforts should be directed toward communicating with the leadership of the student body. Monthly luncheon meetings between faculty, staff, and student leaders provide one means of accomplishing such liaison. The discussions might evolve around a prepared agenda or could follow an informal format centering upon matters brought from the group at large.

Other means of effective communication witnessed on state college campuses include the preschool conference or retreat involving faculty, staff, and students, such as that held by the University of Virginia last fall. Several other institutions have announced plans for similar pre-opening conferences. These might be held on, as well as off, campus.

A common thread running through the various devices mentioned is that of face-to-face communication. While not attempting to minimize written communication, and this is important, there is no substitute for the opportunity to meet directly with those involved. Although this can become time consuming, the mere fact that accessibility exists provides a positive climate in which mutual understanding may be fostered.

The several examples previously discussed are but a few of the means available for the development of effective communication. It is important that students be constantly made aware of whatever communicative means are available to them. Channels of communications can serve little purpose unless they are well known to all concerned.

Certain techniques used in disseminating information can be helpful in establishing a communication program. Terminology must be utilized that is understood by all parties. Repetition may be necessary to insure as complete coverage as possible. Provision should be made for some form of feedback to determine if information is being received by those to whom it is directed. In the use of written communicative media an attractive format assists in calling attention to the material contained in the publication.

Although techniques and procedures are important, effective communication becomes more than a series of such procedural arrangements. Indeed, it must become a philosophy of operation. As such, it should permeate all phases of the organizational structure and become



Faculty, staff and student government leaders get together for monthly luncheons as one means of effective communication. Students take the initiative in raising questions and commenting on the institution's policies and procedures.



Presidential press conferences are open to all students and staff to provide two-way flow of communication. Dr. Willett has commended the students on the calibre of their questions and feels that the "give and take" of the press conferences has provided both the administration and students with opinions and information contributing to campus communication.

the responsibility of all personnel, not just a few. The development of an awareness and consciousness of good communication is a must.

An essential ingredient of a communication program is the fostering of human relationships. This involves listening to and considering the views of others, even if they are not ultimately adopted. Positive human relationships and understanding are best developed in an atmosphere predicated upon feelings of trust on the part of all groups concerned. If we begin by believing that members of a group with whom we are dealing cannot be trusted, the chances of effectively communicating with them are going to be slight. The establishment of definite procedures for communicating between groups offers tangible evidence of good faith and trust.

Communication offers no panacea, but there is cause to believe that, when combined with other elements, communication may be at least a partial answer. These thoughts on communication have been summarized through the medium of the following acrostic:

### COMMUNICATION

- C Communicating—a philosophy of educational operation.
- O Organizing procedures for a two-way exchange of ideas.
- M Mastering techniques of disseminating information.
- M Mobilizing support based on an understanding of facts.
- U Uniting all personnel in an atmosphere of mutual trust.
- N Noting and explaining reasons why actions were taken.
- I Involving personnel who are affected by decisions.
- C Considering divergent points of view without prejudice.
- A Asking constantly the question, "Who needs to know?"
- T Taking time to be accessible on a face to face basis.
- I Informing first those who are affected by decisions.
- O Operating on a basis that people are entitled to know.
- N Nurturing positive values in human relationships.

Henry I. Willett, Jr.

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Many Richmond Chapter alumnae gathered at the beautiful James River estate of Maria *Bristoe* Starke for their annual spring luncheon.



The Valley Chapter luncheon at Ingleside was a highlight of the year as Mrs. John Carr, Miss Winnie Hiner, Gladys *Oliver* Wenner, Vice-President of the chapter; Colonel John Carr and Margaret *Mish* Timberlake, Chapter President, shared a few moments after the luncheon.

## Chapter Highlights

### Association Strengthened By New Chapters

The Association welcomed several new chapters this year and wishes them all success. The Chapters are the backbone of the Alumnae Association and this past year they were most helpful in the personal solicitation of funds for the Alumnae-Foundation Fund Drive, in addition to the many other activities they have during each year. Our warmest thanks and appreciation to all.

In January Liz Jones attended the AAC District III Conference in *ATLANTA, GEORGIA*, and while there she contacted several alumnae and talked of their having a chapter in that area. Pat *Hudson* NeSmith talked with Liz, and said she would help get the alumnae together. On March 15, Colonel John E. Carr, our college vice-president, met with the alumnae and the chapter was organized, and we wish them heaps of success and fun. Pat *Hudson* NeSmith is chapter president.

Dr. Henry I. Willett, Jr., College president, and Cullen Dalton, director of special services, joined the *BALTIMORE CHAPTER* for their annual dinner meeting in early October. Janie *Richards* Markuson, chapter president, represented Longwood at Goucher College for the Women's Alumnae Club Council.

The long-dormant *CHARLOTTE, N. C. CHAPTER* was reorganized last spring when Liz Jones visited them and Donnie *Devine* Clark assumed the leadership of that splendid group. Last fall, Dr. Henry I. Willett, Jr., visited the chapter for their luncheon meeting, and several high school counselors were special guests. This spring Liz Jones journeyed down again for their spring luncheon, and the members had participated in the fund drive and presented her with the monies collected at that time.

On May 14, Mr. Cullen Dalton and Liz Jones and Longwood student Jo Ann Melchor met with the alumnae in the *CHARLOTTESVILLE* area, and that chapter was reorganized and made plans for a tea in August in home of Margaret *Kite* Sims to entertain the incoming freshmen and other interested students of Longwood. Gail *Jones* Brandt is chapter president.

On May 20, Col. John Carr and Liz Jones were guests at the buffet dinner of the alumnae in *DINWIDDIE COUNTY*, and after seeing the slides on Longwood, and hearing about Longwood today, the alumnae voted to organize, and Virginia *Sutherland* Knott was selected as president. The group decided to have several meetings a year.

The *FARMVILLE CHAPTER* has the gracious custom of entertaining at a coffee at the Alumnae House on Founders Day, and this is a highlight which is enjoyed by

hundreds of alumnae each year. The chapter gives the Mary White Cox scholarship each year to a deserving Prince Edward County senior to attend Longwood.

In February, Mr. Dalton and Liz Jones and two students, Jo Ann Melchor and Janice Austin, went to Page High School in *GREENSBORO, N. C.* to talk to interested students of the area about Longwood. The Chapter members served cokes and cookies to the group. Feb. 8 had been selected as the date for their covered-dish supper but the big snow cancelled that.

In early November many alumnae in *ISLE OF WIGHT* County met at Sykes Inn in Smithfield for a delicious luncheon, and to hear Dr. Willett and Liz Jones speak on Longwood. The group voted enthusiastically to have a chapter and Jo Ann *Batten* Farless was elected first president of the group. Jane *Jones* Andrews, assistant in the alumnae office, was present, too.

The *WILLIAM HENRY RUFFNER CHAPTER* of Rockbridge County had a dinner meeting last spring in Buena Vista with Col. and Mrs. Carr and Liz Jones as college guests, and several students who had been accepted to Longwood were special guests. In February, Dr. and Mrs. Herbert Blackwell and Liz Jones were luncheon guests at the Heritage House in Lexington for the chapter get-together. The alumnae always enjoy hearing about Longwood.

In 1909 the *LYNCHBURG CHAPTER* was founded and has flourished ever since. The group has five meetings a year, and has a memorial library book fund donation each year to the Longwood Library in memory of deceased chapter members. A \$100.00 scholarship has been presented for many years to a Lynchburg student attending Longwood. Last spring, Dr. and Mrs. Willett, Liz Jones and Mr. Edgar Thomas were guests for the luncheon at the James River Club, and this past May, the luncheon was at the Luau Restauaaant which features the Hawaiian decor and food, and 82 alumnae and guests enjoyed hearing Dr. Rosemary Sprague of the English department, speak on the "Serendipities of Being an Author". Dr. Willett spoke briefly to the group—and Liz Jones presented a skerch of Joan of Arc to Miss Nellie Nance, the first member of the \$1,000 Club—donor to the Alumnae-Foundation Fund Drive. Miss Winnie Hiner was also a special guest.

The spacious home of Betty *Jones* Klepser was the scene for a tea given by the *METROPOLITAN CHAPTER* for 23 area students who have been accepted at Longwood for the coming year. And at that time, a beautiful pin was



given to Miss Emily Johnson for her years of continued love and devotion to the chapter and Longwood. Dr. Willett was speaker at the chapter's large dinner meeting in November—which included alumnae and their husbands and guests. Liz and Cleve Jones attended the spring tea in May of the chapter in home of Mary Jones Keeling and the group decided to have area zone meetings and to have one large get-together a year.

The *NORFOLK-PORTSMOUTH CHAPTER* began the year by mailing out 400 letters to the alumnae in the area, and found that this increased their membership by 90%, so this outstanding chapter had a most successful year. The chapter meets five times a year, and last April Dr. and Mrs. Willett were guests for the luncheon at the Norfolk Yacht and Country Club. In October, Liz Jones and Mrs. Mildred Dickinson Davis were with the chapter for their luncheon at the Monticello Hotel, and the next weekend, the chapter chartered a bus for a trip to Longwood on Octoberfest day. Eighteen members brought eighteen high school seniors to look over Longwood and to enjoy the events of the day. The annual Christmas tea was attended by prospective students and at the April 7 luncheon at the Lafayette Yacht Club 28 prospective students were present to hear Dr. Willett and Mr. Dalton and two student leaders from Longwood.

The *PENINSULA CHAPTER* includes alumnae from Newport News and Hampton and last June Dr. Willett joined the group at Eli's Restaurant for lunch and to speak to the alumnae and their guests of 22 incoming freshmen. The chapter had a most successful benefit bridge party, and they are planning a fall tea.

The *PETERSBURG CHAPTER* had a delightful tea in the home of Mrs. Harry Webb in October and twenty high school seniors were honored guests in addition to Dr. Willett and Liz Jones who spoke to the group.

The *PHILADELPHIA CHAPTER* includes alumnae from a wide area, and in February Liz Jones was their guest for the luncheon at Stauffers Restaurant. The Chapter made a gift to the Association for Founders Day.

The *RALEIGH CHAPTER* had a luncheon in Feb. and Miss Winnie Hiner and Liz Jones were with the group and brought them up-to-date news on their Alma Mater.

The *RICHMOND CHAPTER* had a busy year, and last May, Dr. and Mrs. Willett and Liz Jones were guests at the spring luncheon at the Jefferson Hotel. The chapter

honors the alumnae at a tea during the VEA convention. This May nearly a hundred alumnae enjoyed a picnic lunch at the beautiful estate of Maria Bristow Starke on River Road. Special guests were Dr. and Mrs. Willett, Dr. and Mrs. Bob Blackwell and Liz Jones.

The *ROANOKE CHAPTER* holds a rummage each year to raise money for their projects. In the fall, Col. Carr met with some of the alumnae to tell them of the Alumnae-Foundation Fund Drive. Dr. Willett and son, Scott, Liz Jones and Mr. Edgar Thomas were guests at the large luncheon at the Ponce de Leon Hotel in March. Several student teachers were guests in addition to their scholarship recipients, and several interested high school students.

The *SOUTHSIDE CHAPTER* enjoys one large dinner meeting a year at the Nottoway Country Club. Dr. and Mrs. Willett and Liz Jones were guests for the occasion. A book scholarship has been awarded for several years to a Longwood area student.

The *SUFFOLK CHAPTER* entertained incoming freshmen at its spring dinner meeting last April with 62 alumnae and guests present. Dr. Willett, Liz Jones, and Miss Winnie Hiner were guests from Longwood. Col. Carr met with the group for a supper meeting at Cedar Point Country Club and briefed the members on the Alumnae-Foundation Fund Drive. The Chapter entertained at tea for prospective students. A bake sale helped swell the funds in the treasury.

The *VALLEY CHAPTER* includes alumnae from the Staunton-Waynesboro-Harrisonburg area, and last October Dr. Willett, Liz Jones and Miss Winnie Hiner were present for the luncheon in Waynesboro and to have the opportunity to talk to the prospective students from that area who were guests of the chapter. In March Col. and Mrs. John Carr were guests for the chapter luncheon at beautiful Ingleside near Staunton. Miss Winnie Hiner enjoyed the occasion, too.

The *VIRGINIA BEACH CHAPTER* held a luncheon and fashion show for their money-making project for the year. In November Liz Jones and Winnie Hiner joined the group for lunch at the Bay Harbor Club. The chapter entertains prospective students at tea.

The *WINCHESTER CHAPTER* had a merry dinner meeting at the Country Club last October and the members enjoyed hearing Dr. Willett, Col. Carr and Liz Jones speak, and having Miss Winnie Hiner as a special guest.

Chapter presidents or representatives pause for picture-taking following business session of Association of Alumnae. From left to right: Betty Jones Klepser (Metropolitan Chapter); Harriett Butterworth Miller (Richmond); LeNoir Hubbard Coleman (Farmville); Annie Mae Tynes Cole (Norfolk); Sue Yeaman Britton (Roanoke); Betty Atkinson Ballard (Suffolk); Pauline Lanford Stoner (Philadelphia); Betty Barr Gibbs (Virginia Beach) and Rena Robertson (Lynchburg).

Betty Jones Klepser, of Arlington, is congratulated on being selected as incoming national president by Jean Ridenour Appich, of Richmond, who has completed her term of two years as president.





# Shades Of Yesteryear

by

LINDA SHEPARD

(Reprinted from *Rotunda*)

If you think we've got problems with housing next year, maybe it's because you've never heard of George La Monte. Mr. La Monte was President of Longwood (then Farmville Female Seminary) in its first days as a college, in 1839 and the early 1860's. Mr. La Monte was the first president of the college as such, since he was president of the seminary when it was made into a college in May, 1860.

The 25-year-old educator, a native of New York, had to face the problem of housing all of the students of Farmville College in his house! Luckily, there were only 30 boarding students at the time. It was here that the concept of a home life at college began, here began the tradition that still lives today even though Farmville Female College, enrollment approximately 100, has changed to Longwood College, enrollment approximately 1700.

As one walks up High Street past Ruffner, French and Tabb, turns left down Pine Street past the Cunninghams and turns right up Madison Street toward Stubbs, Wheeler, and Cox, it is hard to realize that 110 years ago, these nine dormitories would have horrified the 30 girls whom President La Monte housed in his three-story pre-Civil War mansion. We ourselves look with some question toward the new high-rise dorm. What would they say if they could be here now?

As the "Annual Register and Announcement of the Farmville Female College" 1859-60 (the College Handbook) states, every attempt was made to make Farmville Female "emphatically a Home School." In order to make the girls "at home", the women teachers, members of a staff of seven, were expected to act as "elder sisters" to the students. This, undoubtedly, was the forerunner of the sister class concept and the various "big sister" systems on campus today.

These "elder sister," however, played a more decisive role in the lives of the Farmville Female students. Each evening, after class the girls, "instead of remaining in cliques in their rooms, and spending their time in gossip and scandal," were "encouraged to assemble with the teachers in the parlors and library with needlework or a book." These social gatherings were designed not only to cut down on idle gossip, but to also cultivate the "Home feeling," and to improve the manners, conversation, and general knowledge of the girls.

These were difficult days for women seeking an education anywhere, especially in Virginia, where Thomas Jefferson, who master-minded much of our educational system, had dismissed female education, saying that he "seldom thought of it."

Luckily for women today, the people of Farmville did think of education for women. In 1839, a year which brought over \$500,000 worth of tobacco sales to Farmville, seven men incorporated to form the Farmville Female Seminary Association, an institution designed for the education of girls of all ages, not just high school graduates, for any kind of formal education for women was a rarity.

The seven incorporators elected to sell 300 shares of stock at \$100 a share in an effort to raise \$30,000 to start

the school. A plot of land from High Street to Spruce Street was purchased for the purpose of constructing a girls' school at a price of \$1,400. The land had belonged to a private citizen of Farmville. In the early days, the school offered Latin, Greek, French, English and Piano. Tuition was paid according to the course of study chosen by the student. Tuitions for five months were: \$20 for piano; \$15 for higher English; \$12.50 for lower English (no distinction was made in the handbook); and \$5 for each foreign language. Boarding students paid from \$8 to \$10 a month. A Music major boarding at Farmville Female Seminary would pay about \$180 a year for her education which would also include English and a Foreign Language.

The 1859 handbook shows on its register of students, Miss Sallie Bradshaw, a music major from Cumberland, Va. Miss Bradshaw was the sister of Mrs. K. L. McClenny's grandmother. Mrs. McClenny, who lives in Rice, is Longwood's Assistant Housekeeping Director. Mrs. Janie Jones, a sister of Mrs. McClenny, is Head Nurse at the College Infirmary.

Mrs. McClenny recalls hearing stories of "Miss Sallie" from her grandmother, Virginia Bradshaw, who also attended Farmville Female College. It seems that she attended Farmville Female as a commuting student at the age of 16 and completed her education here. She died at the age of 24.

The courses at the Seminary were designed to induce a "love" for science and art. Upon satisfactory completion of requirements designated by the Board of Officers, the title of Mistress of Arts was granted, along with a diploma. One section of the 1859 handbook, labeled "Daily Exercises," relates the daily schedule of a typical Farmville Female student in 1859. "One hour after rising to the sound of a bell, the boarders met with the teachers in the parlor for morning prayer. After going to breakfast, all assembled in the Chapel for worship. At this time, the girls read from the Bible and sang hymns as a professor accompanied them on the piano. Then came daily classes. There were six hours of classes daily for each girl. Each had a study card for every class which contained the order of exercises for the class. Without fail, these cards were followed, one exercise after another every day."

Four nights a week, the girls had to assemble in a supervised "Study Hall" for an hour and a half. Following this, they met with teachers in the parlor for evening prayers.

Unfortunately, these girls didn't even have mail to look forward to. If they did get mail, they would always know who it was from before even reading it. Before a girl arrived at Farmville Female, her parents were asked for a list of people who would be writing to their daughter. Each mail call, the President would personally check to see that a girl's letters had been approved by her parents. If not, he would put them aside.

Under what might be called "Do's and Don'ts" are listed the following things: Mothers should "fit out" their daughters in a simple style of dress and the same style should be worn throughout her stay at the college. Novels and "promiscuous newspapers" will not be permitted at the college. Parents should encourage their



daughters not to visit home oftener than once in three months. "Those pupils generally do best who visit least during school sessions."(?)

Another delightful custom involved "gentlemen callers." If a gentlemen was a stranger to the President and he was not on the parents' approved list, he had to carry a letter of introduction with him. The girls were allowed to "date" approved callers from 4:00 to 5:00 p.m. on Wednesdays or Saturdays.

No callers were allowed on "the Sabbath" and no girl could spend the night away from the college except under "very extraordinary circumstances."(!)

Then, as now, the college took pride in the "abundance and variety of food well prepared." Consequently, pupils were not allowed to receive "goodies" by mail from home to tide them over between meals, which by the way, were required. Absence from meals had to be cleared by the President!

1969

No poem in lines,  
No rhythm in song  
But the years of the times  
With wisdom of right and wrong  
Have crowned the masterpiece  
Of me—and created humility—

RUBY Leigh ORGAIN

Class of 1899

On the advent of her 90th  
birthday

## This Is A Summary Of Data On Our Entering Freshman Class (Fall 1968), From The American Council Of Education Office Of Research

	<i>Longwood</i>	<i>National Norms Female</i>	<i>National Norms Total</i>
A. <i>Rank in High School Class:</i>			
1. Top one-fourth of class.....	86.0%	67.2%	58.3%
B. <i>Secondary School Achievements:</i>			
1. Elected president of student organization.....	31.4%	23.3%	23.2%
2. Had original writing published.....	20.6%	21.5%	17.8%
3. Scholastic Honor Society.....	49.7%	38.0%	29.8%
4. Edited school paper.....	18.7%	17.2%	13.0%
C. <i>Students Reporting That During Their Senior Year in High School They:</i>			
1. Protested against school administration.....	7.9%	15.9%	17.5%
2. Tutored another student.....	60.3%	53.8%	50.5%
3. Read poetry not required for course.....	73.8%	73.4%	59.8%
D. <i>Among the Major Influences in Deciding to Attend Longwood College:</i>			
1. Friends attending this college.....	27.5%	15.9%	15.5%
2. Academic reputation of college.....	55.0%	52.6%	49.0%
3. Most students are like me.....	24.0%	11.1%	10.3%
E. <i>Agree Strongly or Somewhat:</i>			
1. College should control student behavior off campus.....	38.2%	26.5%	26.1%
2. Base faculty pay on students' evaluation.....	47.8%	61.9%	62.9%
3. Marijuana should be legalized.....	10.0%	16.5%	18.6%
4. Colleges are too lax on student protests.....	63.6%	49.7%	53.8%





Freshman granddaughters welcomed on campus and join in projects with upperclass granddaughters.

## Freshman Granddaughters Welcomed On Campus And Join In Projects With Upperclassman Granddaughters

*Reading left to right:*

(1) Mary Sydnor Adkisson, daughter of Doris *Robertson* Adkisson '32

(2) Anne Carter Taylor, granddaughter of Emily *Cole* Grant, ent. '09

(3) Nancy Annice Jones, daughter of Frances *Owen* Jones '44x

(4) Nancy Leigh Gunter, niece of Nancy Gunter '31 & '50, and Martha *Gunter* Meidling '33

(5) Teresa Ann Williams, daughter of Frances *Fears* Williams '48

(6) Brenda Sue Garner, daughter of Brenda *Doggett* Garner '37

(7) Nancye Rebecca Allen, daughter of Mary Ellen *Moore* Allen '49

(8) Joanne Elizabeth Darby, granddaughter of Marjorie *Matthews* Grizzard '16

(9) Marian Tucker Butler, daughter of Dorothy *Morris* Butler '35

(10) Rebecca Sue Davis, granddaughter of Betsy *Lemon* Davis '05

(11) Mary Anne Chandler, daughter of Ritchie *Ellis* Chandler '38

(12) Diane Carol Pond, niece of Grace *Harris* Pond '38

(13) Ketsy Ames Gibb, niece of Patricia *Ashby* Robinson '57



Miss Tucker Butler, class of 1970 and past president of Granddaughters Club, sells Longwood China to Miss Nellie Nance of Lynchburg during Founders Day. Miss Nance is first member of the Joan of Arc Club in the Alumnae-Foundation fund drive.

(14) Julia Catherine Smith, niece of Janet Marie Cline '52

(15) Mary Susan Adams, daughter of Roberta *Wheeler* Adams '41

(16) Mary Anne Sydnor, daughter of Dolly *Freeman* Sydnor '49

(17) Brenda Carlan Bevard, granddaughter of Lillie *Sharpe* Bevard '07x





Miss Lois Virginia Cox

## Miss Cox Honored for Work with the Blind

Miss Lois Virginia Cox, class of '33, recently received a Centennial Citation from Wilson College, Chambersburg, Pa. The Citation was presented by Miss Charlotte Demerel, Professor Emeritus of Chemistry, Wilson College, at a dinner meeting held at the Belvedere Hotel in Baltimore.

Miss Cox has been an active worker amongst the handicapped in the United States for thirty-five years. She received her B.S. degree from Longwood College, and

her M.Ed. degree from Boston University. She was a teacher at the Maryland School for the Blind from 1933-1952, Teenage Director of the International Center Y.W.C.A. in Baltimore 1952-1953, and the Supervising teacher of the Department for the Blind, South Carolina School for the Deaf and Blind, Spartanburg, South Carolina, from 1953-56. From this position she returned to the Maryland School for the Blind to become its Principal in 1956, a position she still holds.

Miss Cox was elected to the Board of Directors of the American Association of Instructors of the Blind (now the Association for the Education of the Visually Handicapped), in 1954. She became the organization's second vice president in 1956, first vice-president in 1958 and president in 1960. She had the added distinction of being the first woman to hold this office.

In June 1962, Miss Cox participated in and contributed to the International Congress on Technology and Blindness held in New York, and in August of that year she represented the United States at the Third International Conference of Educators of Blind Youth held in Hanover, West Germany.

Some of Miss Cox's latest projects at the Maryland School for the Blind include helping to plan for a complete unit in which to educate and house mentally retarded/multiple handicapped blind children, and directing and supervising summer federal projects.

Dr. Frances R. Brown, Dean of Women at Longwood and a personal friend of Miss Cox, was present on this happy occasion.

## Longwood College China

PRODUCED BY WEDGWOOD

Colors—Mulberry or Blue

Scene—Rotunda

Plates, 10 $\frac{1}{4}$ -inch size .....	\$3.00
Tea Cups and Saucers.....	\$2.50
After-Dinner Cups and Saucers.....	\$2.50
Salad Plates.....	\$1.00
Bread and Butter Plates.....	\$1.00
Ash Trays.....	\$1.25

Please Add 4% State Tax

Proceeds from the sale of this china go to the Association of Alumnae. Send all orders and make checks payable to THE ASSOCIATION OF ALUMNAE, Longwood College, Farmville, Virginia 23901. Express or postage charges extra.

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compiled by

MISS RUTH GLEAVES

from

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LONGWOOD COLLEGE

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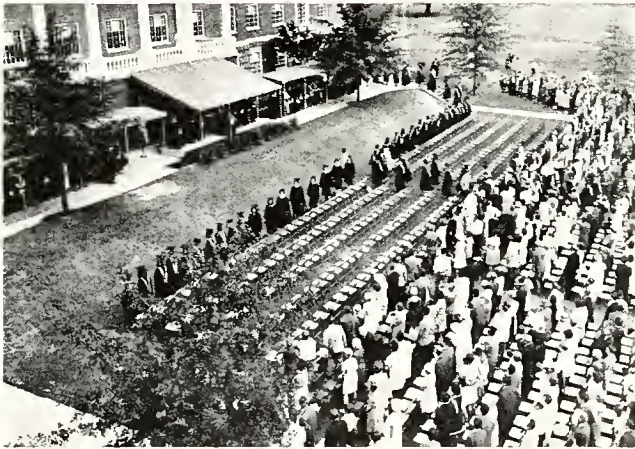
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# Pictures of Special Interest



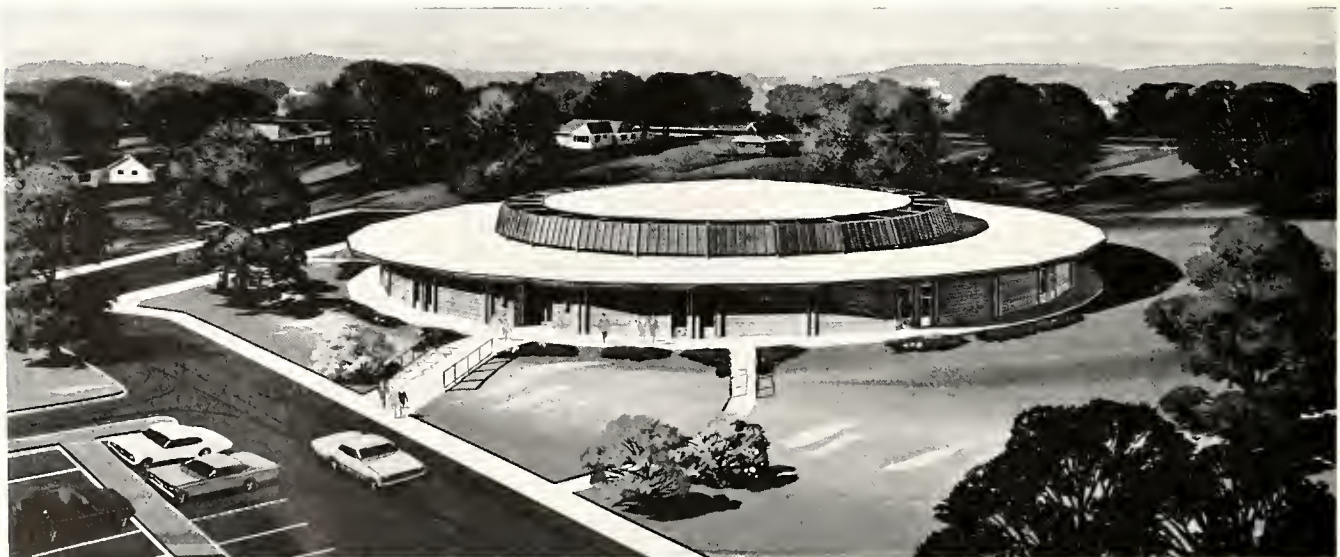
Dr. G. William Whitehurst of Norfolk, a member of the U. S. House of Representatives of the Second Congressional District, was the commencement speaker. He is shown here with Dr. Willett and Donna Brantley, Pattie Paul and Claudia Wagner, graduating students from that area.



Parents, faculty, students, and the public attended the outdoor commencement exercises of the June graduates on June 7 on Wheeler Mall.



The Reverend C. Spurgeon Paschall, who gave the benediction at commencement, congratulates his daughter, Jettie, while Mrs. Paschall and the twin brothers Charles and David look on. The Paschalls are from Charlottesville.



The architect's drawing of the John Peter Wynne Laboratory School—due to open in September 1970.



# ALUMNAE CHAPTER PRESIDENTS — 1969

Baltimore.....	Mrs. R. H. Markuson (Jane Richards '50), 210 Margate Rd., Lutherville-Timonium, Md. 21093
Charlottesville.....	Mrs. Lewis Brandt (Gail Jones '64), Rt. 4, Box 230-A, Charlottesville, Va. 22901
Dinwiddie.....	Mrs. W. B. Knott, Jr. (Virginia Sutherland '54), Dinwiddie, Va. 23841
Farmville.....	Mrs. W. E. Smith (Elizabeth Moring '23), 713 Second Ave., Farmville, Va. 23901
Charlotte.....	Mrs. L. H. Clark, Jr. (Donnie Devine '55), 2418 Overhill Rd., Charlotte, N. C. 28211
Greensboro.....	Mrs. J. Brice Richardson ("Rita" Norris '61x), 1605 Brookcliff Dr., Greensboro, N. C. 27408
Isle of Wight.....	Mrs. Bernard Owen (Nell Crocker '55), Carrollton, Va. 23314
Lexington.....	Mrs. Donald E. Swope (Frances Harnsberger '61), Millboro, Va. 24460
Lynchburg.....	Miss Rena Robertson '31, 230 Warwick Lane, Lynchburg, Va. 24503
Metropolitan.....	Mrs. A. B. Boadwine (Betty Stoots '53), 2407 N. Roosevelt St., Arlington, Va. 22207
Norfolk.....	Mrs. Harold D. Cole (Annie Mae Tyus '15), 1548 Cedar Lane, Norfolk, Va. 23508
Peninsula.....	Mrs. Glenn Bollinger (Jean Hopkins '58x), 82 Normandy Lane, Newport News, Va. 23606
Petersburg.....	Mrs. Leland Short (Virginia Lewis '25), 25-A Woodmere Apt., Petersburg, Va. 23803
Philadelphia.....	Mrs. A. J. Stoner (Pauline Lanford '31), 8 S. Childs St., Woodbury, N. J. 08096
Raleigh.....	Mrs. Howard A. Wynne, Jr. (Barbara Blackman '54), 5413 Emerson Dr., Raleigh, N. C. 27609
Richmond.....	Mrs. N. L. Negaard (Gail Leonard '56), 2418 McRae Rd., Richmond, Va. 23235
Roanoke.....	Mrs. Ronald Britton (Sue Yeaman '34), 3750 Verona Trail, Roanoke, Va. 24018
Southside.....	Mrs. Jack Irby (Nell Copley '54), Rt. 1, Box 42, Blackstone, Va. 23824
Suffolk.....	Mrs. William B. Ballard (Betty Atkinson '49), 1215 River Rd., Suffolk, Va. 23434
Valley.....	Mrs. S. D. Timberlake, IV (Miggie Mish '43), 172 N. Coalter St., Staunton, Va. 24401
Virginia Beach.....	Mrs. W. C. Gibbs (Betty Barr), 1305 N. Alanton Dr., Virginia Beach, Va. 23454
Winchester.....	Miss Dorothy Overcash '46, 21 S. Washington St., Winchester, Va. 22601
Atlanta.....	Mrs. Julius NeSmith (Pat Hudson '64), 5337 Shady Grove Dr., Stone Mountain, Ga. 30083

All Alumnae are invited to join the alumnae chapter in their area, and if you have not been contacted, contact the local president in your vicinity and if there isn't a chapter, contact the alumnae secretary, Elizabeth S. Jones, at Longwood, and she will help you organize one!



BULLETIN  
LONGWOOD COLLEGE  
ALUMNAE ASSOCIATION  
FARMVILLE, VA. 23901

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EVENTS AND DATES TO REMEMBER

OKTOBERFEST (Circus)	October 24-25, 1969
CONVOCATION	November 14, 1969
FOUNDERS DAY	March 21, 1970
MAY DAY	May 2, 1970

FRONT COVER

Alumnae House sketch courtesy of  
Miss Sally C. Watkins, a summer school  
art student, and daughter of Adele  
*Hutchinson* Watkins, '31 and the late  
John Marshall Watkins, of Farmville.